

# MASSACHUSETTS MARKETING PARTNERSHIP

Minutes of the Meeting of the Board of Directors

December 9, 2020

## Directors In Attendance:

**Keiko Matsudo Orrall**, Chair (designee of EOHE Secretary Kennealy), Executive Director, Massachusetts Office of Travel & Tourism  
**Donna Gittens**, Principal & Founder, MORE Advertising  
**Peter Abair**, Executive Director, Massachusetts Alliance for Economic Development (MassEcon)  
**Ann Marie Casey**, Executive Director, North of Boston Convention & Visitors Bureau  
**David Gibbons**, Executive Director, Massachusetts Convention Center Authority  
**Lucas Guerra**, Founder + CEO, ThinkArgus  
**Meg Johnson**, North America Marketing Director, NEW BALANCE  
**Timothy Saccoia**, Senior Marketing Manager, Massport, **for Massport**

## Directors Not In Attendance:

**Wayne Canty**, President, Heat Trace Products, LLC  
**David Troy**, President, TIMA, Inc., Adjunct Faculty at Boston University's School of Hospitality Administration

## Other Attendees:

**Daniela De Caro-Heavey**, Special Projects Manager, Massachusetts Office of Travel & Tourism  
**Phyllis Cahaly**, Director of Partnership Marketing, Massachusetts Office of Travel and Tourism  
**Michael Quinlin**, Executive Director, Commonwealth Marketing Office  
**Nhat Le**, Chief Operating Officer, Massachusetts Office of Business Development  
**Mark Sullivan**, Executive Director, Massachusetts Office of International Trade and Investment  
**Lisa Strout**, Director, Massachusetts Film Office  
**Phil Crohan**, Massachusetts Convention Center Authority

A meeting of the Board of Directors of the Massachusetts Marketing Partnership (MMP), was held via Zoom Conference Video Call, pursuant to the suspension of certain provisions to the Massachusetts Open Meeting Law, in response to the State of Emergency declaration by Governor Baker due to the Coronavirus. Notice regarding remote participation was duly given to all meeting participants, including MMP Board Members and the public.

Ms. Keiko Matsudo Orrall, Chair, called the meeting to order at 10:02 A.M.

Ms. Matsudo Orrall asked the Board to review the meeting minutes from the previous meeting held on September 16, 2020. A motion was made to approve the meeting minutes; minutes and motion approved.

Mr. Mark Sullivan, Executive Director, Massachusetts Office of International Trade and Investment (MOITI), provided an update regarding MOITI:

- 100 small businesses in Massachusetts that have received a Step Grant.
- Massachusetts will be hosting the EU Ambassadors that are currently in the Washington, D.C. area. This will be a virtual event.
- MOITI continues to receive inquiries from different countries, from companies that are doing their due diligence.
- Recent virtual ceremony for a company from the Netherlands that opened up in Canton, was attended by the Governor and the Queen of the Netherlands.

Ms. Lisa Strout, Director, Massachusetts Film Office (MFO), provided an update regarding the MFO:

- Major unions and guilds together with the producers and representatives, determined what the safety protocols surrounding COVID-19 and productions would be.
- Productions started up again, and Massachusetts has had 10 major productions since the summer months.
- Film Diversity event was held over Zoom last week. Successful event had 125 attendees.

A discussion ensued with Mr. David Gibbons, Executive Director, Massachusetts Convention Center Authority (MCCA), and Ms. Strout regarding Netflix productions recently held at the Hynes Convention Center. Mr. Gibbons thanked Ms. Strout for facilitating this interaction.

Ms. Ann Marie Casey, Executive Director, North of Boston Convention & Visitors Bureau, provided an update on Regional Tourism Councils (RTCs):

- RTCs are collectively working with Expedia, to promote lodging properties in their respective areas; also including industry segments that are hit harder than others.
- Expedia trends for 2021 are showing that drive market is the focus.
- RTCs are all using My Local Campaign social assets, and are currently doubling down on social media efforts in support of the Campaign.

Ms. Matsudo Orrall provided an update on the My Local MA Campaign:

- My Local MA campaign overview- to choose local when shopping, eating, and traveling.
- Lovemylocalma.com.
- Asking people to stop and think before shopping, and get that item in their community; choose local.
- Statewide message anticipating 102 million impressions; messaging that buying local spurs economic growth and creates local jobs.
- Creating a movement and trying to create awareness that shopping local matters.
- Large partnership of organizations working together.
- Full campaign on multiple social channels- with print, transit, out of home, digital, social videos, and television.
- Toolkit on the lovemylocalma.com site, with customizable My Local MA marketing assets
- Also about staying safe- #MaskupMA

A discussion ensued regarding successful media, which has amplified the message of the My Local MA Campaign with Mr. Lucas Guerra, Founder and CEO, ThinkArgus and Ms. Matsudo Orrall. Ms. Matsudo Orrall then asked the group to make one change this holiday season that would support local business.

Mr. Timothy Saccoia provided an update regarding Massport:

- COVID-19 testing now available at Terminal E; three types of tests- rapid test, 1-3 days, and antibody test.
- Logan International Airport, first in the Nation to receive health and safety certifications based on hygiene and cleanliness practices.
- Passenger volume is significantly down.

Ms. Phyllis Cahaly, Director of Partnership Marketing, MOTT, provided an update from a meeting MOTT had with Cruiseport Boston last week:

- CDC is currently not allowing any Cruises in the US; there is a movement to have a cruise simulation in Florida in February. If this passes, 7-day cruises may be allowed to take place.

Mr. David Gibbons provided an update on the Massachusetts Convention Center Authority (MCCA):

- MCCA sells way into the future, and for conventions to happen, need a broad network of public confidence.
- MCCA has been making its spaces available to organizations in need.

A discussion ensued with Ms. Matsudo Orrall and Mr. Gibbons regarding hosting future hybrid events.

Mr. Pete Abair, Executive Director, Massachusetts Alliance for Economic Development (MassEcon), provided an update regarding MassEcon:

- Virtual Economic Impact Awards in November, recognizing 2020's corporate heroes.
- MassEcon was able to produce virtual videos, which included b-roll tapped into from every region across the Commonwealth.
- 'Massachusetts Resplendent and Resilient' video available on MassEcon.com, and was also packaged in an email to corporate site selectors, for organizations that help relocate company facilities

A group discussion ensued.

Mr. Michael Quinlin, Executive Director, Commonwealth Marketing Office, provided an update:

- MOTT Social Media reinvigorated, averaging 300,000 impressions per month.

A discussion ensued with Mr. Quinlin, Ms. Matsudo Orrall, Mr. Abair, and Ms. Nhat Le, COO, Massachusetts Office of Business Development, regarding the implementation, partnership efforts, and responses to the My Local MA Campaign.

Meeting adjourned at 10:59 AM.

Handouts for this meeting included:

1. Agenda
2. Meeting Minutes from the September 16, 2020 meeting

*Recorded by Daniela De Caro-Heavey, Special Projects Manager, Massachusetts Office of Travel and Tourism, December 9, 2020.*